

UNIVERSITI TEKNOLOGI MARA

**INCORPORATING ONLINE REFERENCE IN
TEACHING PHOTOGRAPHIC EDUCATION
FOR PHOTOGRAPHY STUDENTS**

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for the degree of
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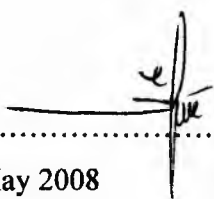
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ABSTRACT

In a visual world where messages are often carried by visual means, our attitude towards photography is changing to accepting the potential of the beyond its factuality. The challenge facing photography instruction today, is teaching photographers to be visually literate. The goal is to introduce a theoretical element within practical photography instruction which will enable students to gain the skills of visual literacy – ‘reading’ photographs in addition to ‘writing’ them. This research present a mechanism in which the online reference and instruction is not aimed to replace the traditional on campus activities but to enhance toward the effectiveness for teaching photography, that would not have been possible to achieve because of the class time limitations and the nature of the courses. The online reference model is aimed incorporate theoretical layer which would develop student’s digest and understanding for better learning situations, further on to increse competencies becoming professional photographic practitioners.

Using a case study design, I gathered data using written questionnaire, oral questionnaire (interview) and in-class observation. Students were study in ‘History of Photography’ subject from two universities at Klang Valley and Malacca has been selected. The research examines the process of teaching and learning while using an online reference in photography education. Additionally, I interviewed the lecturer about experience in using online reference and observe the class when her teaching the history subject.

The result of data collection shows that student groups at two selected universities using online reference to seek information about History of photography. Based on student’s feedback; internet helped them to increase their understanding, more knowledgeable and be motivated. The lecturers agreed that this medium was helpful in prepare teaching content and save their time.

Finally, Blended teaching approach of the combination between the traditional face-to-face teaching, library research and online reference is very effectual in ensuring effective teaching and learning process. Face-to-face teaching and its library research contemporary is deemed to be the traditional approach in education circle, and some educators may have viewed it as passé or out of date. Through this study it is conclude that this approach is still a very relevant approach in institutions of higher learning because of its strength in interpersonal relationship and knowledge

TABLE OF CONTENTS

ABSTRACT.....	i
ACKNOWLEDGMENTS.....	ii
LIST OF TABLES.....	vii
LIST OF FIGURES.....	vii
LIST OF PLATES.....	viii
LIST OF APPENDICES.....	ix

INTRODUCTION

CHAPTER 1

1.1	Introduction.....	1
1.2	Statement of the Problem.....	3
1.3	Purpose of the Study.....	3
1.4	Objectives of the Study.....	4
1.5	Research Question.....	4
1.6	Significance of the Study.....	5
1.7	Limitations	5
1.8	Delimitations.....	5

LITERATURE REVIEW

CHAPTER 2

2.1	Traditional Teaching.....	6
2.1.1	Definition and Function of Learning Theory	7

2.2	Online Reference.....	8
2.2.1	Defining Online.....	8
2.2.2	Defining Reference.....	8
2.3	Defining the Meaning of Using Online Reference.....	8
2.4	Teacher Effectiveness.....	10
2.5	Teacher Characteristics.....	11
2.6	Teacher's Knowledge Base.....	12
2.6.1	Teacher's Subject Area Knowledge.....	13
2.6.2	Teacher's Pedagogical Content Knowledge.....	13
2.6.3	Teacher's Knowledge of Student Learning.....	14
2.7	Teaching Effectively and Reflectively.....	15

METHODOLOGY

CHAPTER 3

3.1	Research Design.....	16
3.2	Qualitative Approach.....	17
3.3	Case Study.....	18
3.4	Subject and Sampling Method.....	19
3.5	Instrumentation.....	19
3.5.1	Instrumentation Used.....	20
3.6	DATA COLLECTION.....	21
3.6.1	Data Collection Procedures.....	21
3.6.2	Phase One.....	22
3.6.3	Phase Two.....	22
3.7	A Summary of Data Collection Activities.....	22
3.8	Data Collection Procedure.....	25